

the UX Journey

The process to optimize your resource for the quality User Requirement



**HELLO
MY NAME IS**

WRITTEN BY
HCI GROUP



The process to optimize your resource for the quality User Requirement

Second Versions

Written by HCI Group

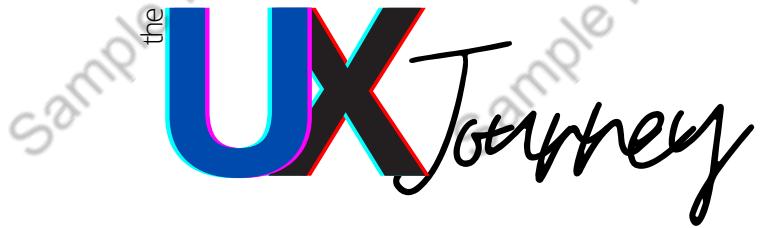
Universitas Muhammadiyah Malang and Universiti putra malaysia

Wahyu Andhyka Kusuma

Azrul Hazri bin Jantan

Novia Admodisastro

Noris Mohd Norowi



The process to optimize your resource for the quality User Requirement

The UX journey is a process that helps optimize resources for quality user requirements while improving self-efficacy. The process involves a series of steps that begin with understanding the user's needs and expectations. This includes conducting research to gain insights into the user's goals, motivations, and pain points. Once the user's needs have been identified, the next step is to develop a user persona, which is a detailed description of the user's characteristics, preferences, and behaviors. This persona serves as a reference point throughout the UX design process.

The next step in the UX journey is to define the user journey, which is the path that the user takes to achieve their goals. This includes mapping out the steps involved in the user's interactions with the product or service and identifying potential pain points or areas for improvement.

Once the user journey has been defined, the UX designer can begin to prototype and test different solutions. This involves creating wireframes, mockups, and prototypes of the product or service, and testing these designs with users to gather feedback and identify areas for improvement.

Throughout the UX journey, it is important to maintain a focus on the user's needs and expectations and to continuously iterate and improve the design based on feedback and testing. By following this process, designers can optimize their resources to deliver quality user requirements, while also building their self-efficacy and confidence in their design decisions.



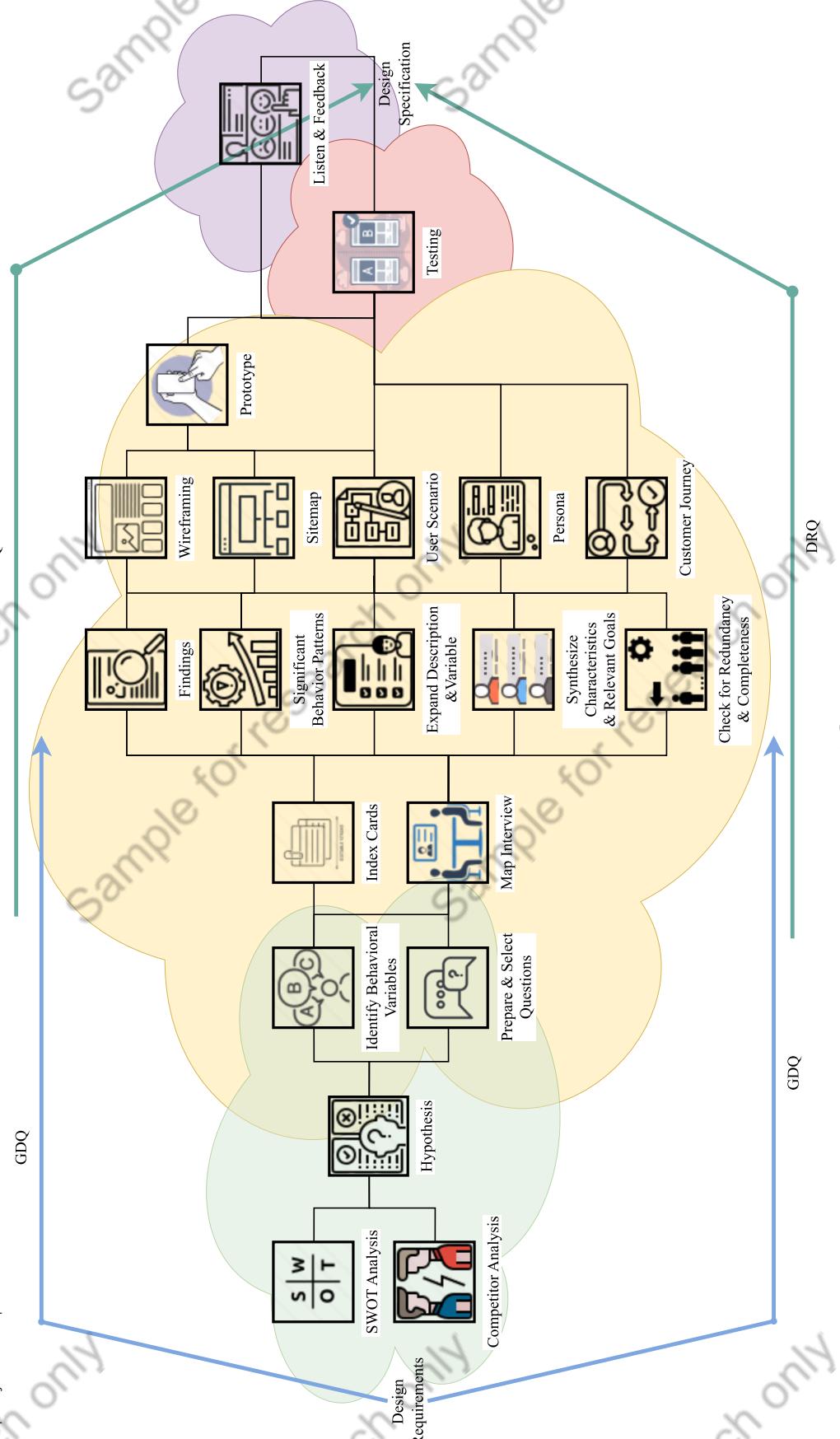
Hello

This is my UX Diary

Tell me about your personality and ability

UX Journey

The process to optimize your resource for the quality User Requirement



UX Journey Activities Checklist

(D) Discover

Time to work

Field studies

SWOT Analysis

Competitor Analysis

State Hypotheses

Identify Behavioral Variables

(E) Explore

Prepare Questions

Meet Stakeholder

Index Card

Map Interview Subjects to Behavioral Variables

Identify Significant Behaviour Patterns

Synthesize Characteristics and Relevant Goals

Check for Redundancy and Completeness

Expand the Description of Attributes and Behaviour

Persona

Journey Mapping

User Scenario and Stories

Sitemap

Wireframing

UX Activities Checklist

(T) Test

Time to work

Quantitative & Qualitative Usability Testing

A/B Testing

Objective Verification

Variable Verification

Acceptance Criteria

(L) Listen

Follow up

My Goals



Kickstart Project	day 1	day 2	day 3	
Time allocation				
	day 4	day 5	day 6	day 7
	day 8	day 9	day 10	day 11
	day 12	day 13	day 14	Deliver Project



Discover



Field studies...

DATE _____



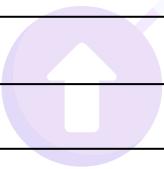
SWOT analysis

Strength

Advantages?



Uniqueness?



Selling Points?

Skills?

Other factors?

Weaknesses

Limitations?

Lack of effort?

Problems?

Poor strategy?

Other factors?

Opportunities

Improvements?

Performance?

Opportunities?

Consumer behaviour?

Other factors?

Threats

External trouble?

Obstacles?

Trends?

Other factors?

Competitor



DIRECT COMPETITION

Search only

INDIRECT COMPETITION

USER REVIEWS

Hypotheses

HYPOTHESES

--	--	--	--	--	--	--	--	--

PERSONAS

--	--	--	--	--	--	--	--	--

EXPLANATION

--	--	--	--	--	--	--	--	--

(1)

Hypotheses Explanation..



DATE _____

Identify Behavioral Variables

OBSERVED BEHAVIORAL VARIABLE

SCALE									
-------	--	--	--	--	--	--	--	--	--

--	--	--	--	--	--	--	--	--	--

Variable Explanation..



DATE _____



Explore

15 minute prepare questions



2min

Welcome remarks

2min

Collect demographics

2min

Tell a story

2min

Problem ranking

3min

Explore customer's word view

2min

Wrapping up

2min

Document results

Prepared questions



1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.

14.

15.

“

Creativity is
intelligence
having fun

Albert Einstein

Meet stakeholder



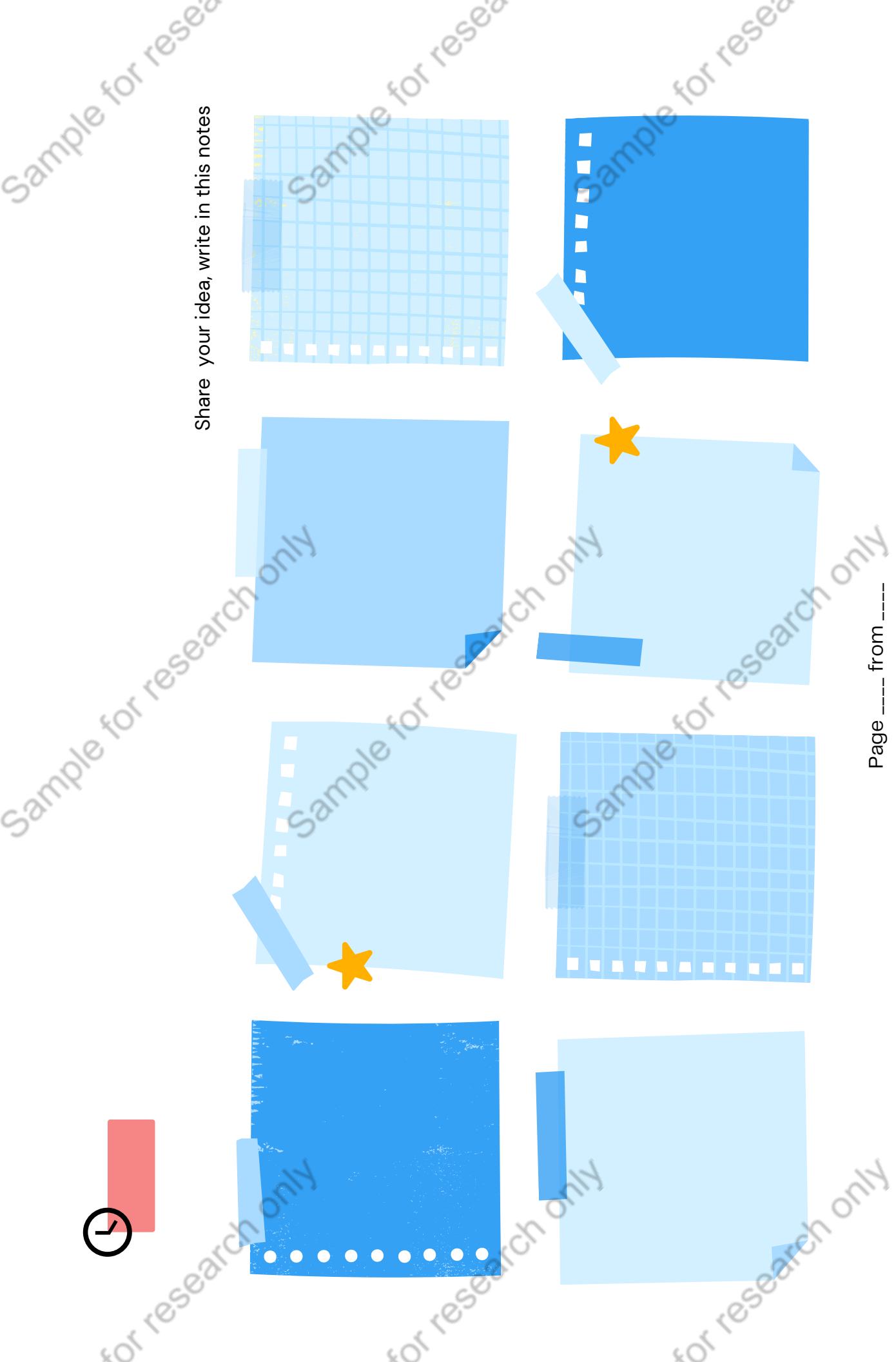
OBJECTIVE AND EXPECTED RESULTS

5 MINUTES QUESTIONS

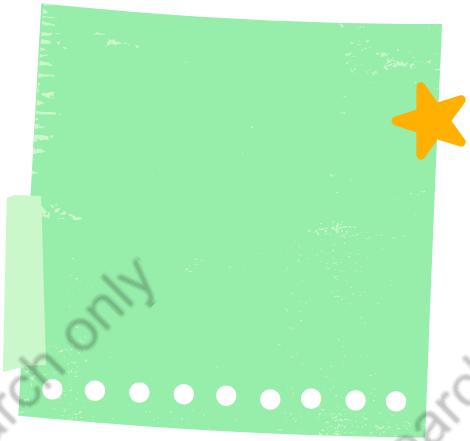
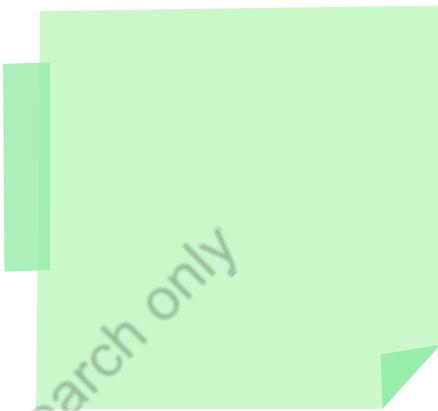
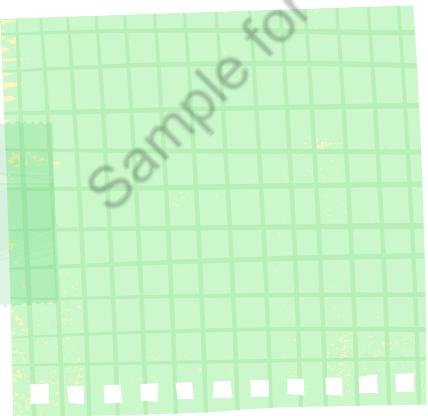
Findings

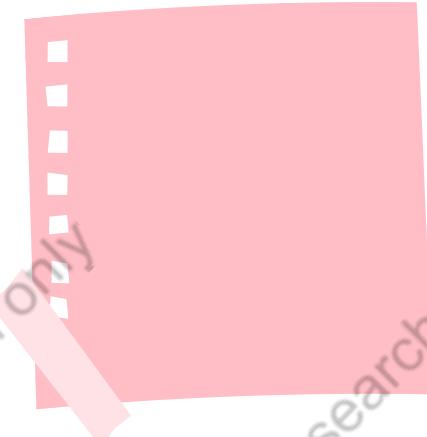
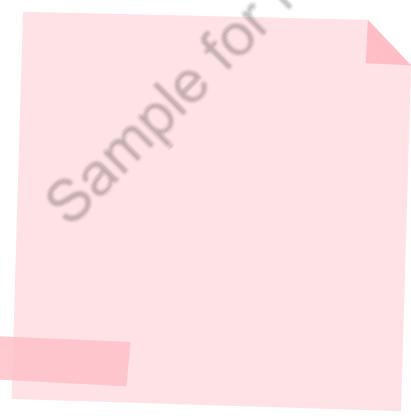
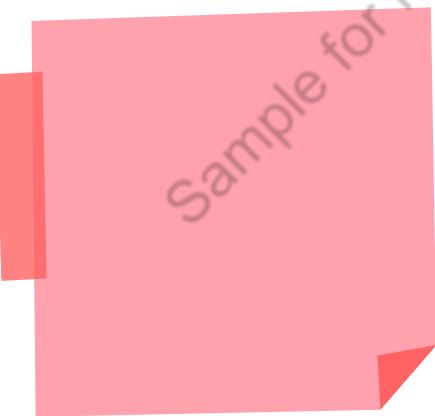
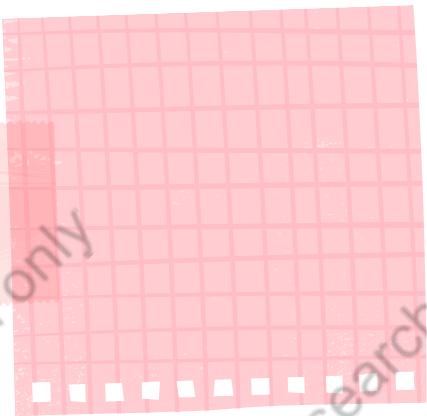
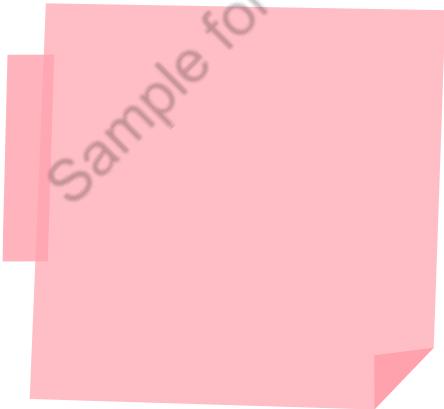
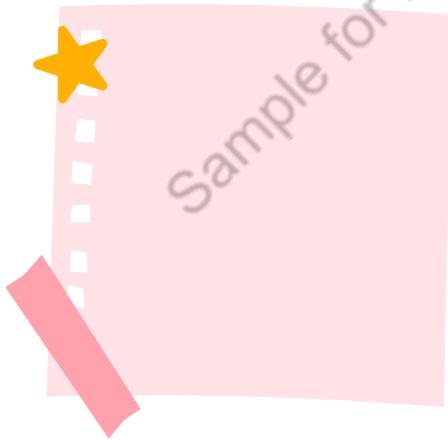


MENTION YOUR FINDINGS

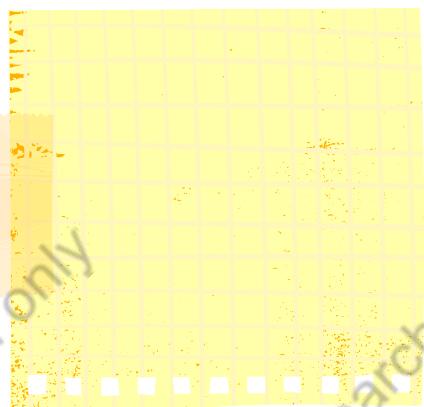
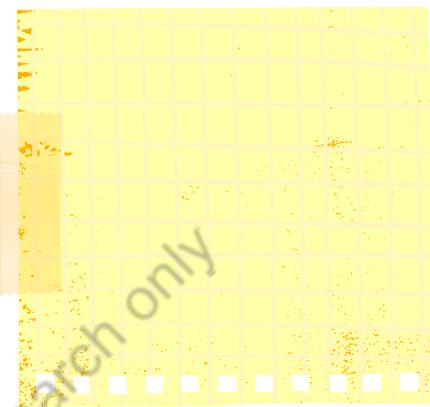


Share your idea, write in this notes





Sample for research only



“

If a User is
having a
problem, it's
our problem.

Steve Jobs

MAP INTERVIEW

USER FEELING

Persona:



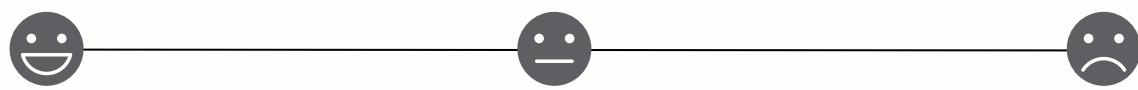
Scale 1:	Scale 2:	Scale 3:	Scale 4:	Scale 5:

Variable ... :



Scale 1:	Scale 2:	Scale 3:	Scale 4:	Scale 5:

Variable ... :



Scale 1:	Scale 2:	Scale 3:	Scale 4:	Scale 5:

Variable ... :



MAP INTERVIEW

USER FEELING

Persona:



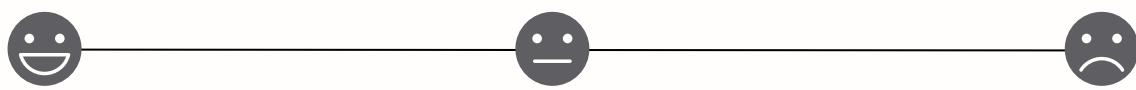
Scale 1:	Scale 2:	Scale 3:	Scale 4:	Scale 5:

Variable ... :



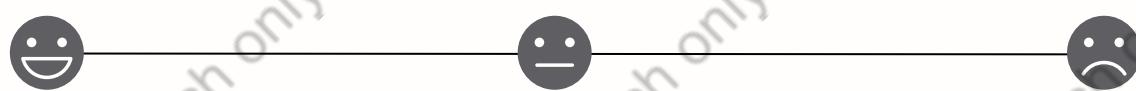
Scale 1:	Scale 2:	Scale 3:	Scale 4:	Scale 5:

Variable ... :



Scale 1:	Scale 2:	Scale 3:	Scale 4:	Scale 5:

Variable ... :



MAP INTERVIEW

USER FEELING

Persona:



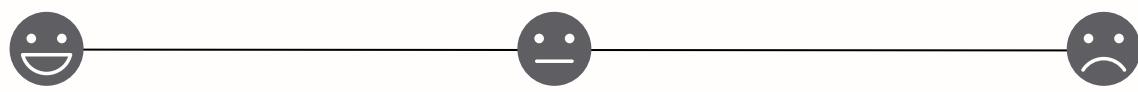
Scale 1:	Scale 2:	Scale 3:	Scale 4:	Scale 5:

Variable ... :



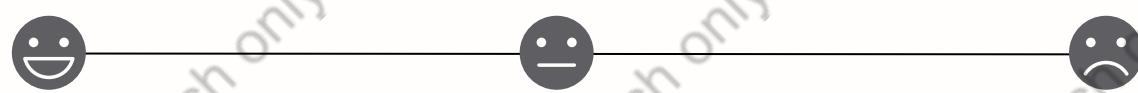
Scale 1:	Scale 2:	Scale 3:	Scale 4:	Scale 5:

Variable ... :



Scale 1:	Scale 2:	Scale 3:	Scale 4:	Scale 5:

Variable ... :



MAP INTERVIEW

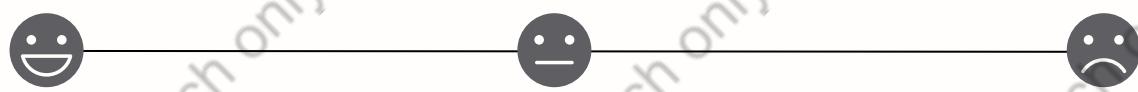
USER FEELING

Persona:



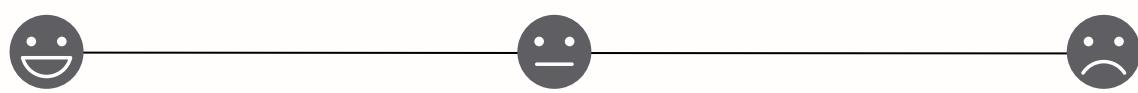
Scale 1:	Scale 2:	Scale 3:	Scale 4:	Scale 5:

Variable ... :



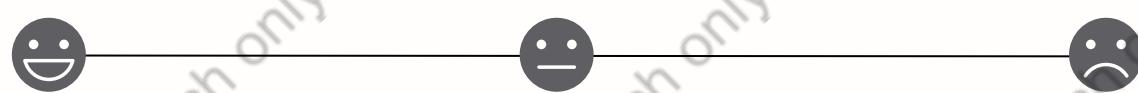
Scale 1:	Scale 2:	Scale 3:	Scale 4:	Scale 5:

Variable ... :



Scale 1:	Scale 2:	Scale 3:	Scale 4:	Scale 5:

Variable ... :



Significant Behaviour Patterns



OBSERVED BEHAVIORAL VARIABLE

SCALE

PERCENTAGE

Pattern Explanation..



DATE

SYNTHESIZE CHARACTERISTICS AND RELEVANT GOALS

PATTERN

Persona:



Variable ... : Scale ... Subjects ...		Scale ... Subjects ...
Variable ... : Scale ... Subjects ...		Scale ... Subjects ...
Variable ... : Scale ... Subjects ...		Scale ... Subjects ...
Variable ... : Scale ... Subjects ...		Scale ... Subjects ...
Variable ... : Scale ... Subjects ...		Scale ... Subjects ...
Variable ... : Scale ... Subjects ...		Scale ... Subjects ...



Time

Synthesize Explanation..

DATE

“

Want your
users to fall in
love with your
designs? Fall in
love with your
users.

Dana Chisnell

Check for Redundancy and Completeness



To do this validation

- a number of questions have to be answered, such as are all the created personas significantly different
- Do all the created personas represent the diversity of real-world behaviors and needs that the system will address
- If two personas appear to differ only as to sociodemographic data
- Either one of the redundant personas can be eliminated or the characteristics of personas should be further specified to show up the distinctions
- At least one significant behavior should distinguish one persona from any other

Verification with other user



Verification

DATE _____



Check for Redundancy and Completeness

DATE _____

Is there anything missing from the personas mappings, characteristics and objectives that needs to be added?

If so, please specify:

To satisfy stakeholder assumptions or requests, does any other persona need to be added?

If so, please specify which persona should be added:

Are they any two personas that differ only as to socio-demographic variables?

If so, please specify what decision is to be taken:

a. Remove one of the personas. If so, specify which one:

b. Examine characteristics more thoroughly and differentiate personas:

Are all created personas significantly different?

If so, please state, which personas are alike:

As a whole are the created personas representative enough of the diversity of real-world behaviour and needs?

Conclusion



L

DATE

Expand Description and Variable



TODAY I AM FEELING...

TODAY I AM GOING TO...

TODAY I AM LOOKING FORWARD TO...

MY AFFIRMATION TODAY

Expand Description and Variable



TODAY I AM FEELING...

TODAY I AM GOTING TO...

TODAY I AM LOOKING FORWARD TO...

MY AFFIRMATION TODAY



Persona

DATE _____

Persona name: _____

Age: _____

User quote: _____

Lifestyle: _____

Skill & Knowledge: _____

- Internet Smartphones
 Website Social media

Others: _____

Roles & tasks: _____

Profession: _____

Personality traits/ behaviour: _____

Motivation: _____

Segment: _____

Sketch persona:



Persona

DATE _____

Persona name: _____

Age: _____

User quote: _____

Lifestyle: _____

Skill & Knowledge: _____

- Internet Smartphones
 Website Social media

Others: _____

Roles & tasks: _____

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Persona

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Segment: _____

Sketch persona:



Persona

DATE _____

Persona name: _____

Age: _____

User quote: _____

Lifestyle: _____

Skill & Knowledge: _____

- Internet Smartphones
 Website Social media

Others: _____

Roles & tasks: _____

Profession: _____

Personality traits/ behaviour: _____

Motivation: _____

Segment: _____

Sketch persona:

“

To create a
memorable design,
you need to start
with a thought
that's worth
remembering.

Thomas Manss

Customer Journey Mapping



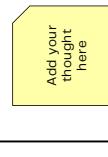
- 1 Decide on a target customer persona and the scope of the journey to be explored today. Give them a visual representation, name and description.



Persona 1
[Insert persona's name here]

- 2 Use sticky notes to build a back story, including the customer's reasons for taking this particular journey.

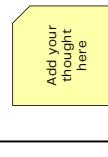
Key Attribute



- 3

Ideally, 1 persona = 1 journey map. Duplicate these pages to repeat the exercise for another persona.

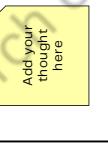
Short Description



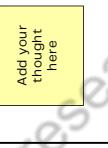
Needs



Challenges



Opportunities





Persona 1

- 4 Describe the persona's journey in the first 3 rows, using one sticky note per action. "User actions" pertain to activities; "touchpoints" are interaction points like a website or email; and "pain points" refer to frustrations, errors and bottlenecks.

- 5 In the "emotions" row, move the dots up or down the colored spectrum to visually show how the persona's emotional experience rises and falls throughout the journey. Positive peaks = delight, while sudden drops = frustration.
- 6 In the final row, brainstorm possible solutions or areas of opportunity to improve the persona's experience.

Possible Solutions	Emotions	Toughpoints	Pain points	User Actions
Awareness	Add your thought here			
Consideration	Add your thought here			
Purchase	Add your thought here			
Onboarding	Add your thought here			
Advocacy	Add your thought here			

Customer Journey Mapping



Persona 1
[Insert persona's name here]

- Decide on a target customer persona and the scope of the journey to be explored today. Give them a visual representation, name and description.

- Use sticky notes to build a back story, including the customer's reasons for taking this particular journey.

2

- Ideally, 1 persona = 1 journey map. Duplicate these pages to repeat the exercise for another persona.

1

Key Attribute	Add your thought here
○ ○	○ ○

Short Description	Add your thought here
○ ○	○ ○

Needs	Add your thought here
○ ○	○ ○

Challenges	Add your thought here
○ ○	○ ○

Opportunities	Add your thought here
○ ○	○ ○



Persona 1

- Describe the persona's journey in the first 3 rows, using one sticky note per action. "User actions" pertain to activities; "touchpoints" are interaction points like a website or email; and "pain points" refer to frustrations, errors and bottlenecks.

5

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4

- 6 In the final row, brainstorm possible solutions or areas of opportunity to improve the persona's experience.

Possible Solutions	Solutions	Emotions	Touchpoints	Pain Points	User Actions	Awareness	Consideration	Purchase	Onboarding	Advocacy
		D e l i g h t e d								F r u s t r a t e d

Customer Journey Mapping

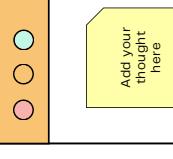


Persona 1
[Insert persona's name here]

Decide on a target customer persona and the scope of the journey to be explored today. Give them a visual representation, name and description.

1

Key Attribute



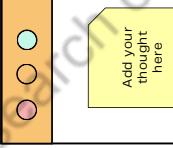
Short Description



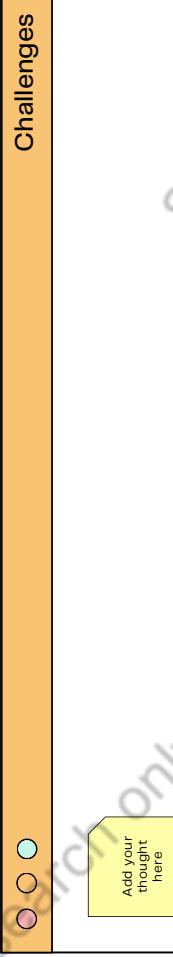
Use sticky notes to build a back story, including the customer's reasons for taking this particular journey.

2

Needs



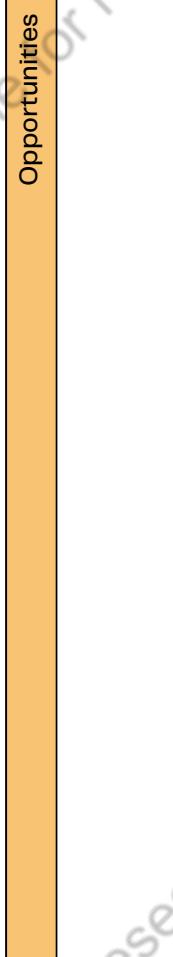
Challenges



Ideally, 1 persona = 1 journey map. Duplicate these pages to repeat the exercise for another persona.

3

Opportunities





Persona 1

4 Describe the persona's journey in the first 3 rows, using one sticky note per action. "User actions" pertain to activities; "touchpoints" are interaction points like a website or email; and "pain points" refer to frustrations, errors and bottlenecks.

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6 In the final row, brainstorm possible solutions or areas of opportunity to improve the persona's experience.

Possible Solutions	Emotions	Pain Points	Touchpoints	User Actions	Awareness	Consideration	Purchase	Onboarding	Advocacy
	D e l i g h t e d	F r u s t r a t e d							

“

Usability rules the Web. Simply stated, if the customer can't find a product, then he or she will not buy it.

Jakob Nielsen

User Scenarios and Stories



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User Scenarios and Stories



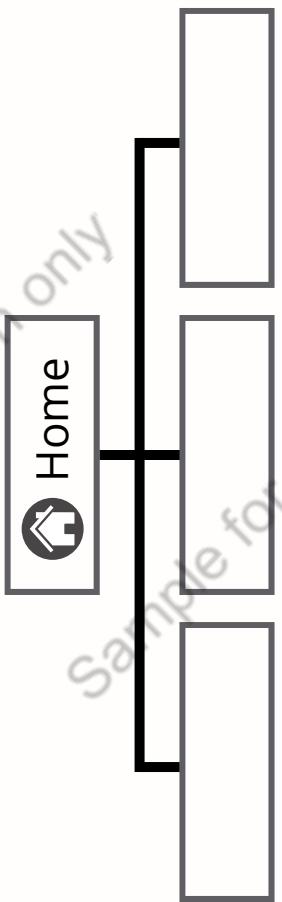
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--	--	--	--

--	--	--	--

--	--	--	--

Sitewards



1

Gitternally

Wireframing



Screen name:

Component:

Heuristic violated:

Wireframing



Screen name:

Component:

Heuristic violated:

Wireframing



Screen name:

Component:

Heuristic violated:

Wireframing



10



Screen name:

Component:

Heuristic violated:

Wireframing



Screen name:

Component:

Heuristic violated:

Wireframing



Screen name:

Digitized by srujanika@gmail.com

Component:

Digitized by srujanika@gmail.com

© 1996 by The McGraw-Hill Companies

www.merriam-webster.com

Heuristic violated:

www.nature.com/scientificreports/

Wireframing



Screen name:

Component:

Heuristic violated:

Wireframing



Screen name:

Component:

Heuristic violated:

Wigefarming

L

Test

Qual & Quant



QUALITATIVE RESEARCH

- Focus on "why"
- inform design decisions
- identify usability issues and find solutions
- Findings based on the researcher's impressions, interpretations, and prior knowledge

QUANTITATIVE RESEARCH

- Focus on "how many" & "how much"
- evaluate the usability of an existing site
- track usability over time
- compare site with competitors

USER REVIEWS

AB Testing



Variable ... :

Scale ...
Subjects ...

Note:

Note:

AB Testing



Variable ... :

Scale ...
Subjects ...

Note:

Note:

AB Testing



Variable ... :

Scale ...
Subjects ...

Note:

Note:

AB Testing



Variable ... :

Scale ...
Subjects ...

Note:

Note:

Verification

HYPOTHESES	_____	_____	_____	_____	_____	_____	_____	_____	_____
PERSONAS	_____	_____	_____	_____	_____	_____	_____	_____	_____
EXPLANATION	_____	_____	_____	_____	_____	_____	_____	_____	_____



Objective Explanation..

DATE _____

Objective Behavioral Variables

1

OBSERVED BEHAVIORAL VARIABLE

SCALE

--	--	--	--	--	--	--	--	--	--	--	--

Acceptance Criteria



Positive Case			
Given	When	Then	User Interface

Acceptance Criteria



Positive Case			
Given	When	Then	User Interface

Acceptance Criteria



Positive Case			
Given	When	Then	User Interface

Acceptance Criteria



Positive Case			
Given	When	Then	User Interface

Acceptance Criteria

(1)

Negative Case			
Given	When	Then	User Interface

Acceptance Criteria

(1)

Negative Case			
Given	When	Then	User Interface

Acceptance Criteria

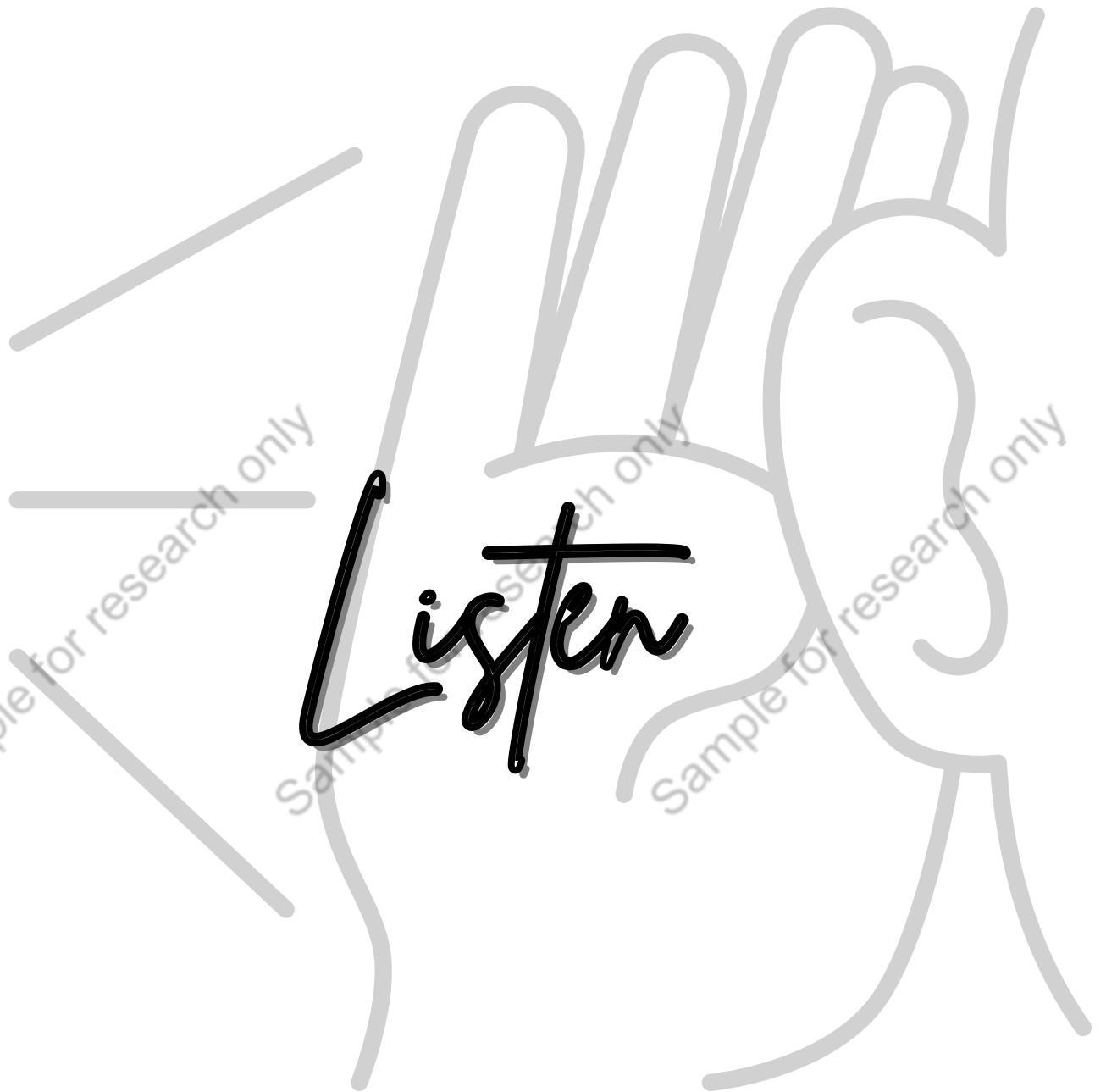
(1)

Negative Case			
Given	When	Then	User Interface

Acceptance Criteria

(1)

Negative Case			
Given	When	Then	User Interface



Listen



Follow up

DATE _____



Follow up

DATE _____



The process to optimize your resource for the quality User Requirement



FROM DEVELOPER TO
DEVELOPER